



**California Department of Health Care Services
Substance Use Disorder Compliance Division
California Hub and Spoke System (CA H&SS)**

Humboldt Community Outreach Plan

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The purpose of this community outreach plan is to outline how Aegis Treatment Centers will distribute information regarding available services under the MAT expansion project through the Hub and Spoke System in Del Norte and Humboldt Counties with the CA H&SS Grant awarded in Humboldt, California. Aegis plans to open up a Hub in Eureka California in 2018 or 2019. The plan outlines the audiences, efforts we will employ, timeframes, and goals for increasing MAT services for individuals in need.

1. Communication Plan

a. Outreach

- i. Upon receipt of grant funding, outreach will begin. Aegis will contact all constituent groups within the community to inform them of the awarded grant and goals for providing OUD services through the Hub and Spoke System. The plan is to target a wide variety of audiences to respond to the opioid epidemic as a whole team effort.

1. Outreach Plan includes four key components:

- a. Educate the community on effective MAT treatment options
- b. Reduce stigma surrounding OUD and treatment
- c. Collaborate with providers to develop comprehensive services
- d. Prevention of OUD

2. The outreach plan will target the following stakeholders in each community:

- a. Department of Health and Human Services (HHS), Behavioral Health, and/or Public Health.
- b. County Administrative Staff
- c. Hospitals and Other Health Care providers
- d. Local Law Enforcement and Emergency First Responders
- e. County Courts and Legal System
- f. Opioid Coalitions

b. Community Involvement

i. Grant Meetings

1. Initial meetings to build awareness and communication of the MAT expansion project.

- a. Aegis will contact constituent groups within the community to arrange an initial meeting with members from the audiences listed above. This meeting will include but is not limited to:

i. Grant introduction

1. History of grant funding
2. Explanation of Hub and Spoke System
3. Maps outlining Hub and Spoke project

4. Implementation Plans

- ii.** Grant questions and answers
- iii.** Assessment of unmet needs
- iv.** Networking and sharing of contacts within the community such as Data Waivered Doctors or FQHCs that may not be in attendance.
- v.** Coordination of site visits and one-on-one meetings with potential spokes

2. Follow up meetings

- a.** This phase will consist of detailed planning and communication with interested groups to work towards implementation of the Hub and Spoke System

ii. Community Meetings

1. Attendance in local community meetings

- a.** Opioid coalition meetings
 - i.** Meet with Counties with existing coalitions for collaboration and support. We are participating members in the coalitions below:
 - 1.** Rx Safe Humboldt
 - 2.** Del Norte Coalition
 - ii.** We will work with Counties and providers to help and develop Opioid Coalitions where they is not an identified Coalition. We will also be a participating member in these Coalitions.
- b.** Bi Monthly County Provider meetings
- c.** County and Community Stakeholder meetings
- d.** Town Hall meetings

Meetings Attended for H&S Planning and Community Outreach for the Humboldt Up to Date

Date	Meeting Title	City	Organization
6/22/2017	Rx Safe Humboldt Opioid Coalition	Quincy	Coalition
8/21/2017	Partnership Health Plan of California	Humboldt	Health Plan
8/21/2017	Humboldt County Health and Human Services Department	Humboldt	
8/22/2017	FQHC: Open Door Clinic	Humboldt	Open Door
8/22/2017	Board of Supervisors, Virginia Bass	Humboldt	Board of Supervisors
9/6/2017	Grant kick Off- Siskiyou County	Yreka	County and Providers
9/7/2017	Grant Kick Off- Mark Satterfield	Quincy	Private Practice
9/14/2017	Follow up meeting	Conference Call	Open Door
10/2/2017	Grant Meeting in Arcata	Arcata	Providers
10/2/2017	Open Door- Herman Spetzler	Humboldt	Open Door
10/3/2017	Del Norte Opioid Coalition	Crescent City	Coalition
10/27/2017	Humboldt IPA Rx safe Humboldt coalition	Eureka	Coalition
10/30/2017	Phone Conference with Brandie Wilson (Humboldt Harm Reduction organization)	Phone Conference	Coalition
11/7/2017	San Diego Steering Committee	San Diego	DHCS
11/14/2017	Eureka Town Hall Meeting	Eureka	State Congress and Board of Supervisor
11/29/2017	Call with Tina Tvedt at Redwoods Rural Health Center	Conference Call	Redwoods Rural Health Center
11/29/2017	Meeting with Linda D'Agoti, QA Officer of Open Door	Humboldt	Open Door
11/29/2017	Site Visit at Humboldt State University Student Health Center	Humboldt	Humboldt State University
11/29/2017	Del Norte Opioid Safety Coalition discussion	Crescent City	Coalition
12/1/2017	STR Grant and Humboldt County	Conference Call	County
12/4/2017	Redwoods Rural Health Center meeting	Conference Call	Redwoods Rural Health Center
12/15/2017	Humboldt Coalition meeting	Humboldt	Coalition
12/15/2017	Meeting with Humboldt University - Brian Mistler	Humboldt	Humboldt State University
12/19/2017	Redwood Rural Health Center Grant Meeting and Tour	Redway	Redwoods Rural Health Center
12/20/2017	UIHS Grant Meeting	Arcata	United Indian Health Services
12/20/2017	UIHS Grant Meeting with Hollie Strahm	Arcata	United Indian Health Services
12/20/2017	Del Norte County Opioid Safety Coalition Meeting	Crescent City	Coalition
1/11/2018	Del Norte treatment options workgroup	Conference Call	County and Providers

c. Education

- i. Introduction to Medication Assisted Treatment
- ii. Addiction, stigma reduction, and statistics
- iii. Importance of behavioral therapy and utilization of evidenced based treatment

d. Improved Access

- i. Increasing access to MAT in rural areas including funding for buprenorphine in order to reduce overdose deaths

e. OUD Prevention

- i. Community referrals for supportive services
 - 1. HIV and HCV testing
 - 2. Professional Medical, Social Work, and Mental Health Services
 - 3. Recovery and/or Peer Support Services
 - 4. Maternal Addiction Treatment
- ii. Coordination of care with other providers

2. Engagement of Individuals

a. Referral Network

- i. Provide outreach to collateral providers so that they know about the Hub and Spoke resources and will be able to refer patients to receive services. Contacting data waived doctors
- ii. Working with existing and prospective patients within the community to provide education about existing services through the CA H&SS Grant

b. Advertisement

- i. Community advertisement will be utilized to engage and inform communities of opioid epidemic and services available in their community.
 - 1. Medical Centers
 - a. Aegis will establish relationships with local medical centers to educate and prevent OUD, and develop relationships to aid of coordination of care
 - 2. Hub Open House Events
 - a. Open to the community Aegis will promote these events to reduce stigma and introduce treatment to the communities
 - 3. Local Media and PSAs
 - a. Aegis will identify media outlets that are the best channels for reaching the target population. Examples include specific newspapers, free papers, radio stations, movie theaters (pre-show slides), and free public access TV channels

4. Social Media

- a. Aegis website and official Facebook page will be updated and pages specific to the relevant CA H & SS communities will be created
- b. Spokes will be provided support to provide relevant CA H&SS information to their communities through their websites.
- c. Coalition websites will be updated frequently to include relevant information regarding the CA H&SS in their communities.

5. Pamphlets and fliers

- a. Providing information via form of a pamphlet or flyer indicating how to access services locally will be distributed at locations such as, but not limited to: food banks, libraries, medical offices, shelters, schools, recreational areas, businesses, and public transportation

6. Local High Schools, Colleges & Universities

- a. Due to the epidemic level status of prescription drug abuse and its alarming upward trend among young adults, Aegis will establish relationships with local schools to present to at risk youth to educate and prevent OUD. Aegis will network with relevant counseling and medical treatment departments to provide additional treatment referral options within the scope of the H&SS Grant.

7. Grassroots Outreach

- a. Other agency providers, needle exchange providers, homeless shelters, food banks, residential treatments. This will be done through grass root efforts and through education to access points in other social service, medical and clinical agencies.

3. Timeframes

- a. Submit RFA
- b. Grant Awarded: July 2017
- c. Initial Outreach and Spoke Development: July 2017 through duration of the grant
- d. Ongoing Outreach : July 2017 through duration of the grant
- e. Spoke Outreach: Upon initiation of a fully executed agreement, services through the CA H&SS will be initiated within 30 days.

***Initial RFA included six identified Spoke Cities, however, through the implementation of this community outreach plan four more Spoke Cities have been added.**

Original Spoke Cities	Additional Spoke Cities
Arcata	Eureka
Hoopla	Ferndale
Fortuna	Klamath
Crescent City	Smith River
Willow Creek	-----
McKinleyville	-----
Redway	-----

***Humboldt Spoke Development Progress Up To Date**

Spoke	City and County	Status
Redwoods Rural Health Center	Redway, Humboldt County	Official Spoke as of 1/3/2018
United Indian Health Services	Arcata, Humboldt County	Reviewing Subcontract Agreement
United Indian Health Services	Fortuna, Humboldt County	Reviewing Subcontract Agreement
United Indian Health Services	Crescent City, Del Norte	Reviewing Subcontract Agreement
United Indian Health Services	Klamath, Del Norte	Reviewing Subcontract Agreement
United Indian Health Services	Smith River, Del Norte	Reviewing Subcontract Agreement
Open Door	Arcata, Humboldt County	Considering being a Spoke & reviewing Subcontract Agreement
Open Door	McKinleyville, Humboldt County	Considering being a Spoke & reviewing Subcontract Agreement
Open Door	Fortuna, Humboldt County	Considering being a Spoke & reviewing Subcontract Agreement
Open Door	Willow Creek, Humboldt County	Considering being a Spoke & reviewing Subcontract Agreement
Open Door	Eureka, Humboldt County	Considering being a Spoke & reviewing Subcontract Agreement
Open Door	Ferndale, Humboldt County	Considering being a Spoke & reviewing Subcontract Agreement

***Map below includes all of the potential Spoke and current Spoke locations that have been contacted during both the initial and ongoing outreach portion of the Spoke Development**

HUMBOLDT H&S MAP

